



Old Town Development Board

Organization Committee Agenda

June 12, 2015

9 a.m.

I. Discussion of Events Contract

1) Review basic terms of contract

- a. Create a new series of events in the City of Winchester that will attract residents and new visitors to Old Town Winchester.
- b. MUSIC FEST – Include multiple venues with a variety of types of music, some venues
 - i. will be ticketed and have additional food and beverage sales.
 - ii. Initially once a month, three separate events; June, July, August
 - iii. Two to three separate performance areas, as well as other activities.
 - iv. Second year additional dates added
 - v. First year, projected expenses \$69,500.00 (stages, bands, tents, seating, facilities, signage, tickets, security, etc... (excludes administrative cost-see below retainer)
 - vi. Projected revenue \$63,500.00 (Ticket sales, sponsorships, vendors, beverages)
- c. USAS&MS will enhance specific existing events with the goal to increase attendance and promote an awareness campaign by working with the City to:
 - i. Develop and maintain a competitive events annual calendar of City of Winchester sponsored and/or promoted events to enhance and target goals.
 - ii. Develop and implement an advertising/media partners/PR awareness campaign
 - iii. Develop sponsorship/alternative revenue for specific events
 - iv. Assist in partnering with other organizations to host one and two day events in Old Town and City area (cultivating new opportunities)
 - v. Procure, and coordinate all sponsorships, Concessions and all food, alcohol, beverage and merchandise vendors and agreements and collect all fees/percentages for events promoted.
 - vi. Procure, coordinate and contract with all federal, state and local agencies for permitting and/or authorizations for the promoted events.
 - vii. Procure, coordinate and contract to provide all required event infrastructure needs including, but not limited to: staging, lighting, sound, utilities, transportation, security, safety, sanitation, vendors, set-up, breakdown, and clean-up.
- d. New Signature Events:
 - i. USAS&MS will create three (3) new separate, signature events for Winchester, i.e. October Fest, Halloween, Wine fest.
 - ii. Events would be two (2) day events (Friday & Saturday or Saturday & Sunday)
 - iii. Projected months September, October and December.
 - iv. Each Task Order will specifically layout the operations, location, logistics, and projected expenses/revenues for each event.
- e. Public Relation & Branding Campaign:



- i. Assist in developing a new brand/image for the Old Town And City of Winchester;
 - ii. Develop public relation opportunities and stories throughout the year;
 - iii. Develop additional media partnerships/relationships;
 - iv. Provide direction in writing a strategic event/marketing plan for 2013, 2014 and 2015;
 - f. Performance & Reports:
 - i. Authorization to approve work performed under this agreement will be under the supervision of the City's Contract Administrator and in coordination with the Events Committee.
 - ii. Reports will be filed with the Contract Administrator within sixty (60) calendar days following the last day of each event containing a detailed financial report showing funds spent and revenues received, by revenue and expense categories approved by the City's Finance Director; and an event evaluation providing information on gross receipts, retainer used, event attendance, participant satisfaction survey, incident report, and suggestions for improvements based on report data.
- 2) What has been accomplished?
 - a. Events Created
 - b. Sponsorships Secured
 - c. Event Costs/Revenue
 - d. Public Relations
 - e. Branding
- 3) Are the outcomes Old Town priorities?
- 4) Development of ad-hoc committee or utilizing an existing committee to determine Old Town priorities for future recommendations.

II. Public Comment

III. Mission and Vision: approved at May meeting

Vision:

To be a vibrant and inclusive Main Street community that combines small-town charm and big-city opportunity and is nationally recognized as a desirable place to work, live, and thrive.

Mission:

The OTDB inspires community involvement, fosters economic vitality, encourages creativity and entrepreneurship, and attracts residents, visitors, and investors to Old Town Winchester.